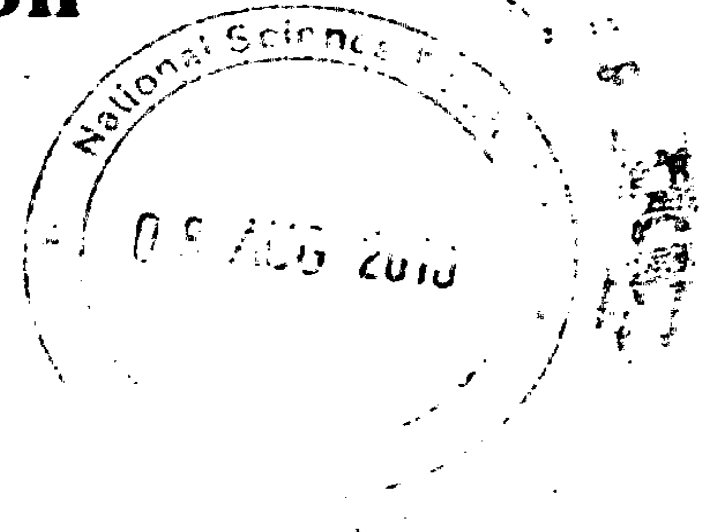


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**6th International Conference
on
Business & Information
ICBI - 2015**



"Transcendence in Business - Knowledge Immersed in Practice"

Proceedings

**Faculty of Commerce and Management Studies
University of Kelaniya
Sri Lanka**

22nd November 2015

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MESSAGE FROM THE CONFERENCE CO-CHAIR



As the Faculty of Commerce and Management Studies, University of Kelaniya is marking another milestone in its history of research and publications by organizing the ICBI 2015 for the sixth consecutive time, it gives me immense pleasure to write this message as the Co-Chair. I trust with an innovative theme as “Transcendence the business- immersed in practice”

ICBI 2015 attempts to fill a gap which has been long awaited by the industry. The feature that has made ICBI 2015 unique with in its history is, its attempt to screen out research areas which contributes to the success of Sri Lankan business industry. The successful blend of various researches carried out in different industries will allow the industry to view contemporary business world and its practices. I strongly believe the task expected by the industry through academic research has been successfully met by the Faculty of Commerce and Management Studies, University of Kelaniya through ICBI 2015. I hand over the batten to ICBI 2016 committee, whilst congratulating and wishing ICBI 2015 for a successful event.

Dr. R. A. S. Weerasiri

Conference Co-Chair

International Conference on Business and Information - 2015

MESSAGE FROM THE CONFERENCE CHAIR / DEAN OF THE FACULTY



It is indeed a great pleasure to deliver a note of appreciation to the 6th International Conference on Business and Information 2015 conducted by the Faculty of Commerce and Management Studies. Being the Chairperson of the conference, I personally am pleased to witness another successful international conference organized by the faculty. As a responsible corporate citizen Faculty of Commerce and Management Studies continuously support the industry by carrying out research activities. The faculty is successfully operating “Center for Management Research” which is its strong research arm connecting to the industry. ICBI 2015 is another attempt of the faculty to serve industry to open the path to success. We sincerely believe that the businesses will transcend with the inputs of the eminent researchers around the globe contributing to the ICBI 2015. I wish that the ICBI 2015 will mark a remarkable footprint within the history of research and publications in Sri Lanka.

Dr. D. M. Semasinghe

Conference Chair

Dean, Faculty of Commerce and Management Studies

University of Kelaniya, Sri Lanka

MESSAGE FROM THE VICE CHANCELLOR



I am honored to put the pen down to paper for writing a message for the 6th International Conference on Business and Information 2015 conducted by the Faculty of Commerce and Management Studies, University of Kelaniya having a blessed history with the strong pillars of academics in various fields, still continue to develop the nation via research and development. In its path to support the mother land for sustainable development each faculty carries out international conferences to generate new knowledge and share among academics worldwide. I am personally appreciating the attempt of the academics of the Faculty of Commerce and Management Studies for the effort put forward on the knowledge transfer by gathering the academics and researchers locally and globally. I take this opportunity to wish the Chair, Co-Chair, Organizing Committee and the Eminent Researchers for a successful International Conference on Business and Information 2105.

Professor Sunanda Madduma Bandara

The Vice Chancellor
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KEYNOTE ABSTRACT



Prof. (Dr.) Markus Blut

Newcastle University Business School,
Newcastle upon Tyne, UK

15 Years of Research on E-Service Quality: Results of a Research Synthesis and Research Agenda

E-channels are fast replacing traditional channels as a means of shopping and consumption, with annual growth rates exceeding 18% over the last decade in the U.S. (McKinsey & Company, 2013). Consider Amazon and Wal-Mart, two of the most successful retailers. Wal-Mart began investing in its e-commerce website in 2000; by 2014 it had online sales of 10 billion (out of 500 billion USD total revenue) where “e-commerce operation represents its fastest-growing business” (The Wall Street Journal 2014). Amazon publicly launched in 1997 with a stock price of 1.73 USD per share; today, Amazon has a market cap exceeding 150 billion USD surpassing most retailers (Forbes, 2015). Large swaths of services (e.g., travel and tourism, financial services, airlines) have embraced online channels. Services such as education and healthcare are being increasingly delivered online. In all these, e-service quality—the quality of service customers experience in online channels—is critical.

Against this background, the goal of this research is to develop a conceptual framework relating different components of e-service quality to its outcomes. The framework is rooted in means-ends-chain theory (Gardial et al. 1994). It is tested using a meta-analysis of 89 independent samples representing 31,264 individual observations. The sample of studies spans 15 years of research (2000–2014), as the year 2000 is when the research on this topic took off in earnest. The research synthesis provides guidance about measurement of e-service quality and it summarizes the impact of e-service quality on key outcomes—customer satisfaction, repurchase intentions, and word-of-mouth, as well as the moderating impact of three contextual factors: country culture, regulatory environment, and industry context. Results indicate that e-service quality has four underlying dimensions (website design, fulfilment, customer service, and security/privacy) though their relevance for overall e-service quality is moderated by country-specific (uncertainty avoidance, masculinity, power distance, individualism), regulatory environment-specific

(financial secrecy, rule of law), and industry-specific (services/goods, retailing/banking) factors as well as research-design factors. The findings of this review are used to develop a research agenda providing guidance for future research on e-service quality construct.

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